

**In the Claims:**

1. (Original) A method of managing a set of digital assets transmitted over a communications network, the method comprising:

receiving a set of digital assets packaged together in a predetermined manner;

unpackaging the digital assets to define at least two discrete assets;

for each asset, determining an asset type;

determining a destination for each asset based on the asset type; and

distributing the assets to the appropriate destinations.

2. (Original) The method of claim 1, wherein receiving the set of digital assets comprises receiving the digital assets packaged as a single file.

3. (Original) The method of claim 2, wherein the single file comprises a self-executing file.

4. (Original) The method of claim 1, wherein receiving the digital assets comprises receiving at least graphical images and continuous stream media clips packaged together in a predetermined manner.

5. (Original) The method of claim 1, wherein receiving the digital assets comprises receiving one or more of graphical images, continuous stream media clips, clips of animation, telemetry clips, and video files.

6. (Original) The method of claim 1, wherein receiving the digital assets comprises receiving the digital assets over a computer network.

7. (Original) The method of claim 1, wherein unpackaging the digital assets comprises processing the package to separate the digital assets into individual files.

8. (Original) The method of claim 7, wherein processing the package comprises:  
receiving the packaged assets, wherein the packaged assets include executable code and a plurality of blocks of compressed data;  
identifying a first one of the blocks;  
processing identification information contained in the block to determine the contents of the block; and  
decompressing the data in the block if the block is a compressed file block.

9. (Original) The method of claim 1, wherein determining the type of asset comprises determining the file type for each digital asset.

10. (Original) The method of claim 9, wherein determining the file type comprises determining the file extension of the digital asset.

11. (Original) The method of claim 1, wherein determining the destination comprises determining an appropriate server for the asset based on the type of asset.

12. (Original) The method of claim 11, wherein distributing the assets comprises distributing the assets to appropriate servers.

13. (Original) The method of claim 12, wherein distributing comprises distributing streaming media files to a streaming media server, and distributing files containing web page data to a web server.

14. (Original) The method of claim 1, wherein the set of digital assets is packaged as a single, executable file including plural blocks, and wherein unpackaging comprises:

identifying the respective blocks; and  
processing identification information contained in the block to determine the contents of the block.

15. (Original) The method of claim 1, further comprising:  
performing an authentication check on the set of digital assets, and discarding the assets if the authentication check fails.

16. (Original) The method of claim 1, further comprising:  
performing a virus scan on the respective assets, and discarding the assets that contain a virus.

17. (Original) The method of claim 1, further comprising:  
authenticating a user prior to receiving the set of digital assets from the user.

18. (Original) The method of claim 1, further comprising:  
notifying one or more recipients regarding the set of digital assets;  
receiving a request for the set of digital assets from one of the recipients; and  
presenting the set of digital assets to the recipient.

19. (Original) The method of claim 18, further comprising:  
authenticating the recipient prior to presenting the set of digital assets.

20. (Original) The method of claim 18, wherein presenting the set of digital assets comprises determining the distribution preference of the recipient, and presenting the set of digital assets to the recipient in the desired manner.

21. (Original) The method of claim 20, wherein the set of digital assets are downloaded to the recipient.

22. (Original) The method of claim 20, wherein the set of digital assets are streamed to the recipient in real time.

23-55. (Canceled)

56. (NEW) A method of managing a set of digital assets transmitted over a communications network, the method comprising:  
receiving a set of digital assets packaged together in a predetermined manner;

unpackaging the digital assets to define at least two discrete assets;  
wherein a server is operative to unpackage the digital assets, determine the file types of  
the respective assets, and to distribute the assets to the appropriate servers based on the  
determined files types;  
for each asset, determining an asset type;  
determining a destination for each asset based on the asset type;  
distributing the assets to the appropriate destinations.